

Food Label Sources

When selecting a label manufacturer, a food processor should select a firm that is familiar with federal food label requirements because improperly labeled food items can be banned from sale. A free informational brochure is available from the Division of Food Safety (DFS), *Frequent Food Label Questions*. To order call: (608) 224-4700 or your DFS regional office. Also available through DFS is *A Food Labeling Guide*, published by the FDA. The *Guide* provides both basic and detailed food label information. The cost is \$7.00 per booklet. To receive a copy send check, name of item requesting, your name, address, city, state and zip code to: Wisconsin Department of Agriculture, Trade & Consumer Protection, Division of Food Safety, Drawer 586, Milwaukee, WI 53293-0586. If you are a label manufacturer or designer would like to have your name added to this list, send the request along with pertinent information in writing to: WDATCP, Division of Food Safety, Food Label Staff, P.O. Box 8911, Madison, WI 53708-8911.

LABEL DESIGN ONLY

Design North, Inc., Racine, WI (800) 247-8494, fax: (414) 639-5230

Contact: Jim Wrobel

Specialty: Food labels are approximately 50% of business.

TW Graphic Design, Monroe, WI (608) 325-1014, fax: (608) 325-1013

Contact: Tina White

Specialty: Label and package design and production. Food labels are approximately 50% of business.

LABEL PRINTING SERVICES

4-Lakes Label, Madison, WI (800) 798-7989, fax: (608) 222-9022

Contact: C.J. Radomski

Specialty: Flexographic labels, in-house design & graphics services.

AB&D Distribution, McFarland, WI (800) 272-3138, fax: (608) 838-7755

Contact: Customer Service Department

Specialty: 250 label minimum, various printing methods.

Comments: FDA approved packaging distributor

Belmark, De Pere, WI (800) 367-4536, fax: (920) 336-4577

Contact: Account Services Department

Specialty: Flexographic printing, no minimum quantity, in-house art department.

Flexographics. Butler, WI (800) 422-6888, fax: (414) 790-2759

Contact: David Schulz, sales manager

Comments: minimum quantity is 500-1000 labels.

Label Colors, Incorporated, Waukesha, WI (800) 841-7301, fax: (800) 784-2591

Contact: Bob Thomas

Specialty: Custom printed labels and thermal transfer labels. 2,500 label minimum.

Label Products Design, Inc., Green Bay, WI (800) 236-8208, fax: (920) 468-6793

Contact: Birdie Stutz

Specialty: pressure sensitive labels, no minimum quantity, in-house art services.

Heartland Label Printers, Little Chute, WI (800) 236-7914 ext. 233, fax: (920) 788-7739

Contact: Randy Themar

Specialty: Pressure sensitive labels only. 1000 label minimum.

Outlook Label Systems, Neenah, WI (920) 722-1666, fax: (920) 722-0008

Contact: Mike Von Brendel

Specialty: Rotary letter press and flexographic printing. Specializing in meat and cheese labels, no minimum quantity.

Seri-Flex Printers, Loyal, WI (800) 455-2235, fax: (715) 255-8728

Contact: Dawn Domine

Specialty: Label types: pressure sensitive, flexographic, thermal transfer, and direct thermal. In-house art services.

Techni-Flex, Inc., Appleton, WI (920) 735-6700, fax: (920) 735-6702

Contact: Rick Schneider

Specialty: Flexographic and thermal transfer labels. Design services. Specializing in small quantities.

Van Lanen Printing, Green Bay, WI (800) 569-8265, fax: (920) 468-1888

Contact: Tammy Kostoulas

Specialty: Header hot seal paper labels (printed by offset), no minimum quantities.

Vibrant Impressions, Inc., Green Bay, WI (920) 336-9900, fax: (920) 336-2666 (Marsha)

Contact: Pat Rusk

Specialty: 1000 label minimum using flexographic printing

Wisconsin Label Corporation, Algoma, WI (920) 487-3424, fax: (920) 487- 7074

Contact: Mary Hyde, marketing department

Specialty: Variety of printing processes. In-house art department. 1000 label minimum.

Comments: Package/overwrapping available. American Institute of Bakers packaging and label certified.

DEFINITIONS

Flexographic: printed using a raised-surface printing plate. similar to a rubber stamp. This plate can be used for numerous separate print orders, but only if the information never changes.

Header hot seal: these paper labels are heat-sealed to the top of plastic bags (prepackaged bags of hard candies, for example.)

Offset: uses a flat printing plate. Image is transferred from the printing plate to another surface (i.e. offset), and then printed to the final surface.

Pressure sensitive: adhesive-backed labels, can be peeled off a sheet or roll and applied to products.

Thermal transfer: labels printed through the use of heat. Labels can be applied to a wide variety of packaging.

MORE INFORMATION

For more information about label regulations, contact Division of Food Safety's Central Office at (608) 224-4700 or call the regional office serving your area.

- Northwestern Regional Office (715) 839-3844
- Northeastern Regional Office (920) 448-5120
- Southern Regional Office (608) 224-4661

This list is provided as a public service by the Wisconsin Department of Agriculture, Trade & Consumer Protection. *WDATCP does not recommend or endorse the firms listed on this sheet.* Other sources for label manufacturers and designers may be found in telephone books and through your local library.